

EMEA ANALOG DESIGN CONTEST RULES

Texas Instruments Deutschland GmbH ("TI") is pleased to sponsor an Analog Design Contest based upon the rules set forth below ("Rules"). To be eligible to compete, each team and each team member agree to read and abide by these Rules.

1. This contest is open to design teams having a minimum of two and a maximum of five team members ("Entrant(s)") who are eighteen years of age or older and registered engineering students at a university in one of the participating countries listed on www.ti.com/EUP ("ADC Website"). Employees of TI and its affiliates, their immediate family and household members are prohibited from entering this contest. Dates indicated in these Rules refer to the respective date in the same calendar year.
2. The contest will involve two rounds:

In the first round, TI will conduct a contest based upon design reports submitted by all teams. There will be twenty winning teams in the first round and each of these twenty winning teams will be awarded US\$ 1,000. In the second round, an EMEA contest for the "Engibous Prize For Innovation In Analog" (Engibous Prize) will be held between the twenty winning teams that were awarded prizes in the first round. The twenty winning teams will be automatically entered to compete for the Engibous Prize. The Engibous Prize will be awarded as follows:

First place:	US\$ 10,000,
Second place:	US\$ 5,000, and
Third place and fourth place:	US\$ 2,500.

3. To register for the contest, each team must download the online registration form from the ADC Website and submit the completed form to adceurope@list.ti.com no later than February 28th, 2012 at 6:00 p.m. (CET). Registrations must clearly identify each Entrant and a leader for each team ("Team Leader"). Each Entrant may participate on only one team.
4. To participate in the contest, registered teams must download the design report template from the ADC Website and submit a design report to adceurope@list.ti.com no later than July 31st, 2012 at 6:00 p.m. (CET). No design reports submitted after that date will be considered. Each team may only submit one design report.
5. In order to be eligible for the contest the designs submitted in a design report must implement three different Texas Instruments integrated circuits ("ICs"): either 3 analog ICs, or 2 analog ICs and a processor (the "IC Requirements"). These analog ICs must come from the following categories: (i) data converters; (ii) amplifiers; (iii) power management devices; (iv) interface devices; (v) switches; (vi) RF devices; (vii) temperature sensors; (viii) clocks and timers; or (ix) comparators. To be counted toward the IC Requirements, processors must come from the following categories: (i) microcontrollers (MSP430, M3, C2000); (ii) DSP (C5000 or C6000); or (iii) Sitara/OMAPTM processors. Other ICs may be incorporated into the design, but only those ICs in the categories above will be counted toward the IC Requirements. Further information on Texas Instruments products, data sheets and other information may be found at www.ti.com.
6. The contest is held in English and all relevant information, including the online registration form, is provided by TI in English. Consequently, Entrants must be proficient in English. Design report submissions must be in English and include a detailed written description of the design and a specific description of how each Texas Instruments analog IC or processor benefited the overall design. Design reports must be limited to 10 pages or less. Additional pages and appendices may be included, but will not be judged. Teams are not required to include the physical design. Additional guidelines for drafting reports may be available on the ADC Website.
7. **THERE IS NO ENTRY FEE. NO PURCHASE IS NECESSARY.** Each team may obtain evaluation modules of the ICs up to a combined maximum market value (based on the TI's published commercial prices) of US\$ 100 per team or free device samples, subject to additional terms and conditions set forth on the ADC Website. Further information and guidance on support may be available from the ADC Website.
8. The first round will be judged by a panel of independent TI employees ("Tlers") who are experts in the field of the contest. Each design report will be judged by a minimum of two Tlers. A Tler shall not judge any design reports from any university that he/she is associated with. In the second round, the design reports of the twenty winning teams from the first round will be judged by a panel of three independent judges, one of which will be an eminent Tler, one a university professor and one a competent non-TI professional from the industry. None of these judges shall be associated with a university of any of the twenty winning teams.
9. In each round, the eligible design reports will be judged according to the following criteria: (i) idea, concept and originality of the design, (ii) quality of the engineering approach, in particular the depth of analysis, organization, trials and methods chosen, (iii) demonstration of competence and ability in the analog field, (iv) benefits of the TI devices and tools chosen, in particular why these were chosen, whether these were good choices and whether they were fit for the purpose, (v) quality and understandability of the report, in particular whether it clearly conveyed the idea chosen and the work carried out, (vi) proof

that the design was actually built, and (vii) demonstration of the practical application and functionality of the design under laboratory conditions. Subject to verification of eligibility and compliance with these Rules, the panel of judges will determine the winning team(s) based upon the highest total design score. The judges for the contest will be required to be fair and impartial. The odds of winning may also be impacted by the total number of eligible designs reports submitted. Decisions by the judges are final.

10. In each round, prizes will be awarded and paid in US\$ to the Team Leader of a winning team. Payment of the prize shall be divided equally among all Entrants, including the Team Leader, of a team. The Team Leader is obliged to make payment in the applicable amount to each Entrant. If there is a dispute regarding the identity of the Team Leader, TI reserves the right to deem the account holder of the e-mail address given in the online registration form as the Team Leader. Taxes are the sole responsibility of the winners. Prizes may be subject to reporting for tax and other purposes, and winners agree to supply TI with any necessary information and cooperate in fulfilling all applicable legal requirements.
11. TI will notify first round winners by September 30th. The winners of the Engibous Prize will be notified by October 31th.
12. By submitting a design report, Entrants warrant and represent that to the best of their knowledge, their design report is original and does not violate or misappropriate any third party trade secret, "know-how," copyright, patent or other intellectual property right. Entrants also warrant and represent that there are no obligations of any nature, legal or otherwise, which would prohibit, restrict, or interfere with their participation in the contest or submission of their design report, and agree to obtain any necessary clearances, authorizations and/or approvals prior to participation.
13. No confidential relationship is established between TI and any Entrant as a result of entering this contest, and no information submitted by the Entrants will be treated by TI as confidential.
14. Each team and each Entrant hereby grant TI and its affiliates a non-exclusive, worldwide, perpetual, and royalty-free right and license to publish their design reports, designs and other information submitted, or any portion or modification thereof, in connection with Texas Instruments products, technical or marketing publications, advertisements or promotional activities, including without limitation TI or third party technical articles, data sheets, application notes, reference designs or internet publications. TI reserves the right to publish the designs without attribution. Except for these limited rights to publish, TI does not obtain any other ownership, rights or licenses in any of the Entrants', team's or university's intellectual property or confidential information.
15. **CONSENT TO THE USE OF PERSONAL DATA.** Each Entrant consents to the use and publication of his/her name and likeness by TI and its affiliates in connection with the announcement of the winners, as well as with the purposes set forth in Section 14.
16. **NO LICENSES UNDER ANY TECHNOLOGY, TRADE SECRETS, "KNOW-HOW", OR ANY COPYRIGHTS, PATENTS, TRADEMARKS OR OTHER INTELLECTUAL PROPERTY RIGHTS OF TI, ITS AFFILIATES OR ANY THIRD PARTY ARE GRANTED TO ENTRANTS UNDER THE CONTEST.**
17. By entering the contest, each Entrant agrees to release TI and its affiliates from and against any losses, damages, rights, claims and actions of any kind arising from (i) an exclusion or disqualification of such Entrant pursuant to these Rules; (ii) late, lost, misdirected, or unsuccessful efforts to notify winners of any prize; (iii) forfeiture of a prize and the selection of an alternate winner; (iv) late, lost, delayed, damaged, misdirected, incomplete, illegible or unintelligible entries; (v) telephone, electronic, hardware or software program, network, Internet, or computer malfunctions, failures or difficulties of any kind; (vi) failed, incomplete, garbled or delayed computer transmissions; (vii) any condition caused by events beyond TI's control that may cause the contest to be disrupted or corrupted; and (viii) any injuries, losses or damages of any kind relating to participation in this contest.
18. TI reserves the right to cancel, terminate, modify or (temporarily) suspend this contest where required by law or if it becomes technically corrupted or if for any reason the Internet portion of the contest is not capable of running as planned, including infections by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond TI's control, which corrupt or affect the administration, security, fairness, integrity or proper conduct of this contest. TI further reserves the right, in its sole discretion, to disqualify anyone found to have manipulated the contest or its operation.
19. **THE CONTEST AND THESE RULES SHALL BE GOVERNED BY GERMAN LAW.**
20. Local language convenience translations of these Rules may be available from the ADC Website.